



“FAUX-TOX” Presentation



These materials have been produced by Kathy Whittington, an Arbonne Independent Consultant/ENVP, and are not official materials prepared or provided by Arbonne International, LLC. Arbonne makes no promises or guarantees that any consultant will be financially successful as each consultant's results are dependent on his or her own skill and effort. P&P 3.3.71 disclaimer.

1

- **GUESTS ARRIVE:** greet them; go to sink and YOU help them use (choose):
 - Awaken Sea Salt Scrub on back of one hand or forearm
 - **OR**, RE9 Gelee Wash on back of hand (or face if doing the “peel” party)
 - If doing “peel party” have them apply enzyme peel to their face
 - This is the time for “discovery” ... *How do you know (host)?... What intrigued you to come tonight?... What do you do for a living?*
- **HOST** – Host offer drink / give them Client Profile & pen / seat the guest
 - Your preference on distributing catalog now or at end of presentation. Some prefer to wait so the guests are paying attention to you rather than the catalog.
- **WELCOME GUESTS – INTRODUCE YOURSELF**
- **HOST** – ASK HOST TO SHARE WHY INVITED GUESTS TO EVENT – Give host small gift for having the presentation.
- **GOING TO LEARN ...**
 - A little about me... about our Company...
 - Arbonne’s products – you’ll actually get to feel and taste them – experience them for yourself – help you become an educated consumer
- **GUESTS** – Help me get to know you – go around the room and introduce yourself and how you know the host

- **YOUR “I” STORY**

- I've been with Arbonne... (name) introduced me to Arbonne ...
- My background....
- Arbonne is changing my life.....
- [If need/want to, may tell story of someone in your upline]
- If you can relate, watch me – this may be a fit for you

- **INDUSTRY | NETWORK MARKETING**

- Arbonne is a network marketing company – it's simply a way to get our products from our manufacturing facility to you
- Instead of paying middlemen, Consultants like myself get paid for sharing Arbonne with you – just like I am tonight
- I get to teach and train others how to be successful in their own home-based business.
- There's an amazing opportunity in this area for consultants and leaders in Arbonne. If you or know someone that might be interested, watch what I'm doing tonight & we'll talk about it when I meet with you later.

- **ABOUT ARBONNE**

- Established 1980 – small company with 12 products. Have grown to a large health and wellness company.
- AIRD | Switzerland | philosophy = pure, safe & beneficial
- We develop and own our own formulas
- Different because we're based on herbs / botanicals
- You & family can use with confidence

- **TONIGHT YOU'RE GOING TO EXPERIENCE INCREDIBLE ANTI-AGING PRODUCTS**

- These products are a natural alternative to some of the other options you have out there in the market place.
- You can get great results with our anti-aging line, including my favorite, the _____, and _____.

• THE ARBONNE DIFFERENCE

- Before we experience these products, let me first tell you what's so unique about Arbonne. [If doing peel party... *"and while I share with you, you're skin is being pampered by the enzyme peel masque. You're not going to peel it off – it's gently peeling your skin and it's going to feel great."*]
- Tonight you will go home as an educated consumer when it comes to personal care.
- Arbonne's philosophy is pure, safe and beneficial.
- **Botanically-based** – this means we use plant and herb extracts so you're using products that are pure, safe and beneficial
- **pH correct** – your body has it's own built in protection called an acid mantel. Our products do not disrupt this delicate balance. A lot of products strip the acid mantel – you know, that "squeaky clean" feeling – the skin becomes more susceptible to unwanted bacteria.
- **Hypoallergenic** – we test on human panels – don't release a product to market until we are satisfied the products don't cause an allergic reaction. Hypoallergenic products statistically cause fewer allergic reactions.

• THE ARBONNE DIFFERENCE continued

- **Dermatologist tested** – dermatologists oversee our human test panels. Baby products also pediatrician tested.
- **Never tested on animals** – test on people to look for benefits
- **NO Mineral oil** – a by-product of petroleum – your skin needs to breathe and release toxins. It also takes in nutrients. Mineral oil is occlusive and blocks those functions.
- **NO animal products | by-products** – if you want to learn more about this, surf the web on animal by-products and/or rendering plants.
- **NO dyes or chemical fragrances** – You've probably noticed when you walk down a grocery store soap aisle or detergent aisle and you can smell the chemical fragrances just pouring out.
- We now know that the skin is a very active organ – the largest functioning organ of the body – that responds to many different factors. How we influence those factors determines the long-term health of the skin. *

EXPERIENCE ANTI-AGING PRODUCTS

- **NutriMinC RE9**
 - The sun causes 90-95% of the wrinkles; sagging; thin skin; spider veins; lack of color; lines; brown, red & white discoloration; and more on our bodies. [Amer. Academy of Dermatology] *
 - Proven results with this line: **Show Before & After Pictures**
 - Proprietary concept with a U.S. & Swiss patent pending
 - Self-adjusting – for all skin types
 - Delivers 9 key ingredients to turn back time – fixing sun damage – get rid of dark, puffy eyes.
 - Builds collagen and elastin which we lose as we age – production slows down a dramatic 65% between ages 20 and 80! *
 - Firms skin – we lose skin thickness by 6% every 10 years *
 - Activates healthy cells
 - [May refer to catalog or brochure to further explain the 9 key elements... nanospheres, copper, peptides]

* Taken from Arbonne Product Knowledge Manual

DEMONSTRATE RE9 SKINCARE – BACK OF HAND OR FACE

- **If cleanser & peel masque WERE applied:** Toner → Serum → Day Cream
- **If cleanser/masque were NOT applied:** Cleanser → Toner → Serum → Day Cream
 - Talk about each of these products as they are used.
- **LIFT AND EYE CREAM** – ask for one guest to let you demonstrate first. Look for guest that you can tell will probably see results doing this. Help them apply Lift to only one eye. Let it absorb a couple of minutes. Follow with eye cream. After a few minutes, usually can see results and they should also “feel” the Lift working. **Then** let guests do the same.
- **Wrinkle Pen** – (use q-tips or spatulas to apply). Ask for a guest again to let you demonstrate first. The most visible results are typically seen in the lines around the nose/mouth. You may also do the eyes (crow’s feet), but make sure to do **one side** of the face only.
 - **Then** let other guests do the same.
- **Discuss RE9 Enzyme Peel if was not applied to face** – explain this can be used at night and alternated with the RE9 Night Cream. Or in just 10 minutes, you can purify and revitalize your skin. It’s gentle – no scrubbing. Just massage it in and let the enzymes do the work.
- **If doing facial “peel party”:** Have guest use Primer (1 pump) and then the liquid or mineral foundation
- **DEMO** – the **RE9 body serum/lotion** on the same arm they used the sea salt scrub on. Gives great results!

INTELLIGENCE

- If budget is your concern, and age reversing is *not* your concern, then Intelligence is for you. There are some anti-aging elements in this line such as, blue copper (protects against free radical damage), zinc (promotes collagen synthesis), alpha-hydroxy (cell renewal), and papain (cell renewal). [\[May refer to catalog or brochure\]](#)

MAKE-UP THAT IS ANTI-AGING

- When you're using great anti-aging products, you want your make-up to keep doing the job too.
- Arbonne has two products that deliver anti-aging ingredients through your make-up!
- First is our Virtual Illusion Makeup Primer – this creates a flawless canvas prior to using your foundation. It helps tone your skin – smooth and minimize fine lines and wrinkles and even enlarged pores. It's so velvety... apply a little to the back of your hand so you can feel this amazing product.
- Then there's our line-defiance make-up. This also has anti-aging ingredients as well as an ingredient that is Mother Nature's answer to Botox – it relaxes the lines and wrinkles on your face – amazing!
- I brought my foundation color selectors tonight – while I meet with each of you, take these and use the spatulas and q-tips to apply 2-3 colors to the side of your jaw to select the right shade. You want it to blend perfectly.
- And now that you've been to our Faux-Tox party, you're eligible to attend our makeover party. The next one is (date/time). I do these in my home with a maximum of 4 ladies. You'll learn some great make-up tips and I'll also customize your colors for you.

CLOSING AND SPECIALS

- Thank guests for coming – thank host again ...Now's the fun part for you to see how you can experience Arbonne with great savings tonight.
- **First, as a CLIENT, we have some great ordering specials** tonight – you get to get in on them! These specials are available only through (host's) event. When your order is **\$150**, you get the RE9 anti-aging body set for only \$25! It's a \$92 value! When you place a **\$250** order tonight, you still get the fabulous body set, plus select another \$100 in products of your choice for only \$20!
- **Pull out Before/After again to show results of RE9 body products**
- When you look through the catalog, you're going to see all of these great products for you and your family, and you're going to want it all. But, your budget may not allow you to have it all tonight. So, once you become a client, there's an incredible opportunity for you to earn products at an 80% discount, and this is how it works.
- **HOST** a presentation, for every \$250 of sales generated at your event, you receive \$100 of products of your choice for only \$20! Average sales at a presentation are \$750, so when you achieve that, you will receive \$300 of products of your choice for only \$60.
- **Optional:** "When (host) gets two bookings this evening, she'll get the Awaken Sea Salt Scrub you experienced earlier for free. You can get the same thing when you Host."
- "(Host) is also able to get the anti-aging body system for only \$25 tonight – it's a \$92 value! PLUS, he/she has the opportunity to become a Consultant and enjoy the same discounts, specials and benefits just like I do..."
- Lastly, you can do what I do – become a **Consultant** - build an Arbonne business. You could even drive the company car – a Mercedes-Benz! If you'd like to learn more about an additional stream of income, saving \$ on your products and getting paid for having fun, let's talk and I'll give you some additional information to take home tonight.

“Peel” GAME (optional) Wrap a gift (i.e. Hand Cream, Foot Cream) in six layers of tissue paper tied with ribbon. The first layer you actually take off and you read this and then you pass it. Read the poem below and have the guests pass the gift and peel the tissue away.

- *This anti-aging exfoliate is gentle and easy to use, pass this to the one with the highest heeled shoes.*
- *Made from natural fruit and plant extracts, pass this to the one who has had the most snacks.*
- *It uses sugar cane, papaya, pineapple, and oat bran, pass this to the one who is the biggest sports fan.*
- *It purifies and revitalizes the look of tired skin, pass this to the one whose house you are in.*
- *You will love how this peel makes your skin look and feel, pass this to the one whose skin you would like to feel.*
- *It can be used overnight or for a quick pick-me-up treat, pass this to the one who lives on the furthest street.* [Last person gets to take the gift home.]

WRAP UP

- **Thank guests** one last time
- **Distribute** catalogs
- **Ask** if anyone needs to go first (get home to babysitter, etc.)

Meet with each Guest individually:

- Recommend the RE9 skin care system, work with their budget; offer specials and assist with their order.
- Ask each guest to host a presentation if they didn't schedule already during the presentation: *“(Name), how would you like to get a few friends together to experience Arbonne so you can earn additional gifts and products at a great discount?”*
- Remember to ask for referrals
- If interested in business opportunity, give additional information.

FAQ: What if someone at the presentation says: “Do I have to schedule a presentation to sign up? What if I just want to sign up tonight?”

A: “Jan, it’s just a courtesy for Mary’s class tonight....I know you would want to make sure she receives host gifts. So, it’s my personal request, that since you are asking me to give up my commission, to ask for referrals or a booking. Have you given some thought to possibly build a business with Arbonne?”

CONCEPT: When you create value to having their own account by asking for a booking or referrals, they will respect it as well! It’s a WIN/WIN for everyone! You are creating clear boundaries for those that want to be clients, hosts, wholesale consultants, and business builders. It gives the host time to think about engaging more deeply in the Arbonne Opportunity. Consultant wins with increased bookings, ASAP points, right now money profits (from clients). Host wins, they get more HOST GIFTS (\$100 for \$20’s), and those who schedule win, they receive a great discount!

WRAPPING UP WITH YOUR HOST

- Sit down with and review the results of the presentation with your host.
 - *“(Host), thanks for a great evening – I had a great time. I’m so excited – your friends love Arbonne and received some great specials! Now it’s time to show you what you earned. We had over \$750 in sales tonight which means you receive \$300 in products for only \$60! I’m so pleased two of your friends booked a presentation. (Host), have you given any thought to building an Arbonne business? I think you’d be great. I made about \$265 tonight just in “right now money” – that doesn’t include my other commissions. You would already have two presentations to launch your business. Does that sound like something you would like to explore?”*
- **Proceed** with the Host’s Consultant Application and Order.
 - If the Host **is interested** in the business, and wants to be part of the presentations that were booked, you will help launch their business with these bookings.
 - If the Host **is not interested** in the business or presentations, you’ll do the presentations booked yourself. Explain the benefits of saving 35% as a Consultant.
 - Sales from this event go under YOUR ID# so that you receive all your commission. Do not give your 35% commission away to your host. Your host can make 35% at his/her own business launch presentations when they decide to do the business.

ANTI-AGING “Faux-Tox” Presentation

Overview: This is an anti-aging presentation focusing on the benefits of Arbonne’s products, the opportunity, making right now money, booking more presentations, and looking for business builders. This may be done on the back of the hand, or as a “peel party” on the face [[April 2008 Learn & Burn by ENVP, Deanna Osborn](#)]

Printing: Print, cut in half on the indicated line; laminate and/or bind if you desire.

Products Checklist: The following are some standards and favorites. Feel free to substitute.

- NutriMinC RE9 skin care system (night cream not necessary) & NutriMinC RE9 body system
- NutriMinC RE9 Retaliate Wrinkle-Filler and Q-tips or Arbonne spatulas
- NutriMinC RE9 Regain Enzyme Peel
- Awaken Sea Salt Scrub (or can use the RE9 Cleanser)
- About Face Foundation Color Selectors
- If doing peel party for face – Primer, variety of liquid Foundations / Mineral Powder Foundation

Supplies Checklist:

- Arbonne Product Catalogs – Pens - Calculator
- Wash cloth for each guest (to remove RE9 cleanser and enzyme peel)
- Host Literature (brochure, guest list) and Business Opportunity Literature
- Small gift for your Host for having the presentation & for Guest if do optional game (**card 10**)
- Gift Awaken Sea Salt Scrub for Host: receives it with two bookings (your option)
- Before & After pictures – put in a book or on a poster/foam core board. **GREAT visual!**

Arbonne E-Vite Program ONLY: Using the e-vite program allows your host **and** clients to receive \$100 for \$20 w/\$250 purchase.